



ATLAS
FOUNDATION

ANNUAL REVIEW 2018/19

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neighbourhood schools in Buenos Aires
improves attendance and behaviour, reduces
crime and helps kids thrive as individuals and as
a team.*

CHAIRMAN'S REPORT

Overview

2019 has been a successful year with a few challenges. We raised £740k, exceeding our target by £100k. We helped over 50,000 people, mostly children and young people, in 16 countries and increased our grants total this year to £224,819 giving a total to date of £488,534. With a further £413,307 in our restricted reserves for grants not yet paid, this makes a grand total of £901,841 given to charitable work in our first five years. Finally, we increased the number of children supported through Atlas All Schools programmes in Asia, South Africa and the Americas.

Fundraising

This year saw Atlas's fourth Trek, this time to India, with 11 participants visiting our work in the rural north of India, where a building project will provide changing rooms, showers and a classroom for additional educational support for this community.



Atlas are devastated to have lost Anita Nicholson, our event manager in Singapore, and her two children, Alex and Annabel.



Jason Leonard OBE, Atlas Foundation Chairman, at the Israeli Embassy in London.

Between them they raised £101,330 for Atlas, from which we made new grants to develop Atlas All Schools in India. This was also the fourth year for our golf and cycling events in the UK, both organised by one of the trekkers.

In 2019 we increased to the number of families and clubs with whom we work to raise their own funds to support eligible rugby projects, each working on appropriate rugby programmes and supported by our administration and charitable registration. As Atlas's fundraising covers our admin costs, 100% of private donations and personal and club funds (less online payment fees) are passed straight through to projects. The development of the Nicholson Memorial Fund brought a large increase to the income from these private funds, up from £49,219 in 2018 to £213,266 in 2019.

Nicholson Memorial Fund

Tragically on Easter Sunday 2019 Atlas's volunteer event manager in Singapore, Anita Nicholson, was killed along with her children in a terrorist bombing in Sri Lanka. Atlas set up a Memorial Fund in their name, and is working with her husband, friends and colleagues who are raising money which will be allocated to new and existing Atlas projects across Asia. At the year end, the Nicholson Memorial Fund stood at £89,581.

CHAIRMAN'S REPORT

Charitable grants

In order to conduct diligent enquiry into often very small projects overseas, Atlas called upon its network of Rugby Champions familiar with clubs and grassroots projects in their own territories. These men and women sourced, supported and monitored projects for Atlas, alongside our standard financial and child protection checks.

Atlas Projects

Over the course of 2019 Atlas had confirmed funding of £568,067 to 21 projects in 16 countries, directly supporting 50,345 people, principally children, and worked consistently with them week-in week-out to embed the benefits of the programme and create lasting value for them in sporting, educational and employment opportunities.

The Trustees visited 4 overseas projects in order to evaluate bids, monitor progress and to create valuable media coverage, political and diplomatic support.



Through rugby, Memphis Inner City Rugby, deters kids from gangs, drugs, and early pregnancies, providing them with the chance to thrive.

Thanks also to the generosity of a number of UK rugby clubs and kit suppliers, Atlas was able to ship new and second-hand kit and equipment to projects in Africa, Asia and South America. We have been delighted to share these pictures on our website and on our social media.



Kings Rugby Development Academy in Kenya is an Atlas supported project which provides food, education and rugby coaching.

In France a new charitable entity, Atlas France, has been established with its own Board and a licence agreed between the Atlas Foundation and Atlas France to govern its operation, and in South Africa a manager was recruited to oversee fundraising and charitable project development, and in time will be self-financing.

Volunteers

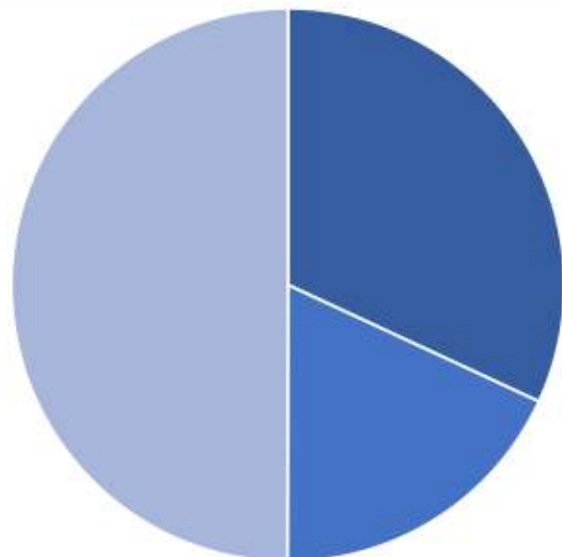
Atlas is thankful for the huge amount of voluntary management and administration, voluntary organisation of our cycling and golf events, as well as voluntary leadership of Front Row Club and other smaller fundraising events in the UK and overseas.

FINANCIAL REVIEW

Between 1st September 2018 and 31st August 2019, the Atlas Foundation raised £740,343 and pledged £192,913 to charitable activities. Our income is higher than last year, but so are our admin expenses with a full time CEO, so our net income available to spend on charitable projects is marginally lower than last year. Meanwhile, charitable spend has increased by 18% and our charitable reserves have substantially increased.

Balance Sheet

Our total funds are £533,502, of which £7,950 is in an investment account. We have restricted charitable reserves of £426,430 and £160,632 of unrestricted reserves including £21,745 in auction liabilities. The running costs of the charity remained tight at £117,153 (£62,799 excluding the CEO salary for which we receive a private donation), representing 16% of income. Our CEO is the only full-time paid member of staff, our Finance Officer continues to work part-time, as does our manager in South Africa. We recruited our third work placement student who will be with us for one year providing valuable administration and marketing support.

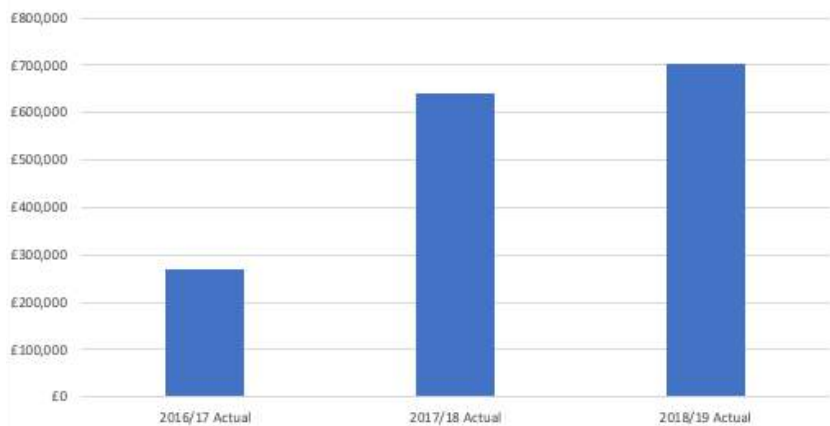


Net income (£350,931); Fundraising (£238,190); Admin (£151,222)

We exceeded our target of £640k, raising £740,343. This was particularly helped by our private funds, especially the two new Memorial Funds. Each year Atlas benefits from staple events which include:

- Jason Leonard Fundraising Dinner which generated an income for Atlas of £218,891.
- Annual Trek, with high net worth donors and their sponsors, raised £101,330.
- Plus a variety of other sporting activities including cyclothons and golf days, as well as fundraisers kindly hosted at various locations across the globe, contribute greatly to our fundraising successes.

INCOME TOTALS



2016/17 (£270,796; 2017/18 (£641,309); 2018/19 (£701,981)

We ended the year with £350,679 available for charity work. Of that, £103,920 is in free reserves, with the remainder in restricted reserves for Atlas projects. With private funds added to that total we have £413,307 in restricted reserves, and we have paid £224,819 (up 18% from last year).

ATLAS PROJECTS

Summary

We have helped a total of 53,456 people, up by 18,137 from 2017/18, of them:

- 50,590 were children (under 18), up from 85% last year.
- 20,128 people on a regular basis (once a week or more). Of which 18,476 were children.
- We work with 1,067 schools across the world.

Case Study – Buenos Aires, Argentina

Nico came to Buenos Aires with his mother and two brothers when their father died. They found themselves in a shanty town sharing a squalid room with no sanitation, living in a neighbourhood ruled by gangs, and paying a costly rent that made buying food difficult. After being welcomed into our rugby project in Buenos Aires, Nico and his family were given immense support to establish a new lifestyle. They received a hot meal once a week and were checked out by an Atlas-funded doctor who became concerned about their health due to their living conditions. The project leaders helped Nico's mother to find her own small home on the edge of the shanty town with running water and drainage. Now, Nico and his brothers are flourishing and attend the local school while their mother works and regularly volunteers at the club.



Case Study – Khelo Rugby, India By Thomas Pothet

In Saraswatipur, West Bengal, where kids have no safe space to study or meet up, Khelo Rugby have are promoting education through rugby by building a community centre to give players access to a gym, proper toilets, rest rooms, and of course classrooms. The latter being incredibly important given the struggle for young people growing up in Saraswatipur, where the draw of working in the tea garden is strong, where going to school can be harder work. All the children at Khelo Rugby learn about the values of the game – integrity, passion, solidarity, discipline and respect. It is key to be able to translate these values into the children's everyday lives. The centre in Saraswatipur will be a focus for this. Taking what is learnt on the field to support learning in the classroom.

ATLAS PROJECTS

Case Study – Cape Town, South Africa By Sue Anderson

It has been extremely rewarding to see two neighbouring communities come together as a result of significant take up by both Masiphumelele and Ocean View High School of our All Schools programme in Cape Town. The heroes of this success are coaches Frank and Xolani, who have been relentless in their efforts to support the kids at the schools. Many thanks must also go to John le Roux for his mentorship of these extraordinary coaches.

South African rugby legend, Percy Montgomery presented 25 new jerseys, sponsored by Atlas, giving both schools colours to play for with pride. The introduction of a piece of fruit and sandwich at each practice goes a long way in sustaining strength at practice and beyond. After rugby season draws to a close, the two coaches will proceed with touch rugby and ball skills and keep up the momentum at both schools and in preparation for a strong start and full participation next season.



Case Study – Memphis Inner City Rugby, USA

The Atlas Foundation has supported this Memphis based charity to turn around the lives and educational achievement of boys and girls in one of the poorest neighbourhoods in the USA. We were delighted to invite Coach and MICR Founder, Shane Young, and MICR graduate, Calvin Gentry, to speak to Atlas supporters at Jason Leonard's Fundraising Dinner in September.

With the help of the Harlequins Foundation we also organised a training session for Calvin with Harlequins Rugby Club, allowing him to train with the 1st XV, meeting his idols who made him feel like part of the team - all the players were top class and took to him immediately. It was inspirational to hear them speak about the work they've done with MICR and how it has helped people like Calvin, who is now succeeding at college. Shane so brilliantly put it to the room that the work Atlas Foundation does is invaluable and many projects wouldn't be able to continue without our help.

FUNDRAISING ACTIVITIES

Jason Leonard Fundraising Dinner

We enjoyed a brilliant event at the Hilton Park Lane Hotel on Weds 12th Sept 2018. With over 400 guests and heroes from the past and the present. Atlas received over £218,000 thanks to the generosity of auction donors and bidders.

With Atlas Foundation Chairman, Jason Leonard, being England's most capped male player we were delighted that he was joined at the dinner by Rochelle "Rocky" Clark, England's most capped female player. Other rugby legends including: Maggie Alphonsi, Maro Itoje, Danny Care, Lawrence Dallaglio, Billy Vunipola, Catherine Spencer, Mike Brown, George Kruis and our host Martin Bayfield all attended. A big thanks to Fireball Ltd, our event producers whose hard work and expertise guarantee the huge sums we raise for Atlas on the night.

Atlas Golf and Cycling 2019

With 70 riders including five internationals in the Atlas Peloton, this was our best year yet, particularly due to our largest ever entry of women riders, one of whom was the first rider home.



The Atlas Peloton was at its biggest with 70 riders on a fantastic day in Cambridgeshire.



Atlas Chairman, Jason Leonard OBE, with England Internationals Danny Care and Billy Vunipola at the 2018 Jason Leonard Fundraising Dinner.

Between that and the Golf, we raised over £30,000 all while enjoying the best of the glorious summer weather, often in the most outrageously bright kit.

Atlas Foundation Chairman, Jason Leonard, said, "Thanks guys and girls for turning out for Atlas. There's nothing that would normally get me on a bike, but I've got to say you lot make it worth it. Thanks on behalf of all the kids we help around the world. See you next year!"

Other Events

We were also fortunate to benefit from a number of other events throughout the year, with a strong team of 15 taking part in the Cape Town Cycle Tour for the first time, including Rugby Champions Percy Montgomery and John Smit as well as Premier Alan Winde. Golfers and special supporters made the Atlas team trip to the USA Sevens in Las Vegas preceded by a round of golf. This event helps fund our project partner working to help children thrive in one of the poorest communities in the USA.

FUNDRAISING ACTIVITIES

Many thanks must also go to Israeli Ambassador to the UK, Mark Regev for hosting a fundraiser at his private residence in London, celebrating our All School programme in Israel which has grown to 12 schools and 14,500 children in just two years, highlighting our sport as an important tool for coexistence.

Trustee Lord Addington hosted Afternoon Tea at the House of Lords in May to support our work in India as well as give a sneak preview of the Bollywood Hollywood film Jungle Cry, based on the story of the Atlas-funded Jungle Crows programme in India.

Atlas Trek 2019

Jason Leonard was joined by Atlas Rugby Champions Simon Shaw, Percy Montgomery and ten other explorers at the end of March. Having battled India's mountain roads in vintage Land Rovers, hiked the last leg in thin air to over 4,000m, and camped overnight in very basic conditions, the team were rewarded with a stunning view of the sun rising over Everest. Visiting the Atlas project in Saraswatipur beforehand made a huge emotional impact on everyone, and became a very special part of the experience as one of our trekkers recalls:



Percy Montgomery, Jason Leonard, Simon Shaw and a few of our trekkers meeting our amazing kids in Saraswatipur.

“To describe the welcome we received as warm would be a monumental understatement. The entire village seemed to be out to greet us, and also to show us that the Jungle Crows really know how to play rugby ... even the Atlas rugby legends were taken aback by the speed and handling skills of the boys and girls. The team handed out rugby kit and other essentials before officially inaugurating the Atlas-funded community centre. The village was buzzing, dancing to the sound of drums and singing as the sun set, and it's fair to say that it made a huge impact on the entire team; to see where Atlas funds are spent, what a difference it makes, and the gratitude of the young people.”



Front Row Club

Front Row Club exists to support the Atlas Foundation by reaching a wider grassroots market in a fun and affordable way. It achieves this through a social media following, donations and a £10 membership fee which gives access to "money can't buy" prizes donated by Atlas's Rugby Champions and other supporters. The PR company Square in the Air generously provides pro-bono management and social media support for the Club.



OUR RUGBY CHAMPIONS



We are privileged to have the support and generosity of international rugby legends past and present, who help us by championing the Atlas cause and our message around the world. Not only do they give us credibility around the globe, but they are amazing fundraisers and help us send the support our projects need. To make sure our money goes where it should, and it is the children who benefit, they make sure our projects are robust, our money is spent properly, and the message of hard work, integrity and respect is passed onto our participants. The Atlas Foundation's UK-based staff and Trustees are delighted to provide ongoing support and guidance to Rugby Champions, as well as conducting their own field monitoring visits.

THE ATLAS FOUNDATION TEAM



Through rugby, Atlas Coaches Frank (left) and Xolani (right), provide leadership and inspiration, diverting hundreds of kids from gang violence in the Masiphumelele township, allowing them to thrive at home and in school.

UK TRUSTEES

Lord Addington
Neil Blair
John Clougherty
Jason Leonard OBE (Chair)
Jeff Probyn
Paul Rendall
Michael Whitfield (Treasurer)

UK STAFF

Sally Pettipher (CEO)
Sally Hoddell (Finance Officer)
Oli Woodcock (Marketing & Comms Officer
18/19)
Rory Hamilton (Marketing & Comms Officer
19/20)

ADDITIONAL UK TEAM MEMBERS

Louise Ayton (Event Manager)
Neil Blewitt (Golf & Cycling Organiser)
Trini Figallo (Event Manager)
Chris North (Front Row Club Vice-Chairman)

Thanks to all our Rugby Champions, supporters, donors and volunteers, without whom none of our work would be possible. Whether its pulling on a cycling jersey, supplying us with a venue for an event or even just a meeting room, we cannot thank you enough - every little bit makes a difference and enables us to help thousands of kids around the world get the chance to thrive.



ATLAS FOUNDATION

PROVIDING CHILDREN WITH A CHANCE TO THRIVE

The Atlas Foundation exists to help deprived children work towards a better future through rugby communities and initiatives. It is a launchpad for good and provides a platform that funds international projects that have a tangible impact on the daily lives of deprived young people.

Through feeding and education programmes and a large number of rugby initiatives, the Atlas Foundation provides safety, education, food, sport, guidance and community to thousands of children across five continents.

Founded & led by Rugby World Cup Champion Jason Leonard OBE, The Atlas Foundation's work is led by the core rugby values of Integrity, Hard Work and Respect, and Atlas is committed to getting practical help directly to those who need it. So far over £1 million has been raised, and over 50,000 children have been supported.

Contact us



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